Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (currently amended) A computer programmed to perform a method for estimating the sales of specialty products compromising:

defining a first product specific universe using wholesale purchasing data to determine a product specific store size for a first plurality of retail outlets;

defining a second product specific universe using sampled retail sales data to determine a product specific store size for a second plurality of retail outlets;

applying geo-spatial projection to the first product specific universe and the second product specific universe to determine product specific projection factors for retail outlets in the first and second universe; and

applying said product specific projection factors to sampled retail sales data for the product to estimate the sales of said specialty product in unsampled outlets.

2.   (currently amended) ~~The~~ A computer programmed to perform the method for estimating the sales of specialty products according to claim 1, wherein said sampled retail sales data identifies an authorizing agent for said sales and wherein the estimated sales are attributable to said authorizing agent.

3.   (currently amended) ~~The~~ A computer programmed to perform the method for estimating the sales ofspecialty products according to claim 2, wherein the specialty products are pharmaceuticals and wherein the authorizing agent is a physician.

4.   (currently amended) ~~The~~ A computer programmed to perform the method for estimating the sales of specialty products according to claim 1, wherein the second product specific universe represents retail facilities not represented in the first product specific universe.

5.   (currently amended) ~~The~~ A computer programmed to perform the method for estimating the sales of specialty products according to claim 4, wherein the second product specific universe includes unsampled retail facilities.

6.   (currently amended) ~~The~~ A computer programmed to perform the method for estimating the sales of specialty products according to claim 5, wherein the unsampled retail outlets are assigned an average product specific store size based upon the sampled retail sales data.

7.   (currently amended) A computer programmed to perform a method for estimating the prescriber activity for specialty pharmaceutical products comprising:

    determining a product specific store size for a first plurality of retail outlets using wholesale sales data;

determining a product specific store size for a second plurality of retail outlets

using retail sales data, said sales data identifying a prescriber who authorized the sales;

applying geo-spatial projection to the first plurality of retail outlets to determine

product specific projection factors for the retail outlets for which sampled retail sales data

is available;

applying geo-spatial projection to the second plurality of retail outlets to

determine product specific projection factors for the retail outlets for which sampled

retail sales data is available;

applying said product specific projection factors to sampled retail sales data for

the product to estimate the total prescriber activity in a region of interest.

8.   (currently amended) ~~The~~ <u>A computer programmed to perform the</u> method for

estimating the prescriber activity according to claim 7, wherein the second plurality of

retail stores includes retail stores not represented in the first plurality of retail stores.

9.   (currently amended) ~~The~~ <u>A computer programmed to perform the</u> method for

estimating prescriber activity according to claim 8, wherein the second plurality of stores

having sampled retail sales data and stores which have no sampled retail sales data

associated therewith.

10.   (currently amended) ~~The~~ <u>A computer programmed to perform the</u> method for

estimating the prescriber activity according to claim 8, wherein the stores in the second

plurality of stores which have no sampled retail sales data are assigned an average

product specific store size based upon the sampled retail sales data.

11.   (currently amended) ~~The~~ <u>A computer programmed to perform the</u> method for

estimating the prescriber activity according to claim 8, wherein the combination of the

first plurality of stores and the second plurality of stores represents substantially all of the

retail outlets for the specialty product.

12.   (original) A system for estimating the sales of specialty products comprising:

           a first database for storing wholesale purchasing data;

           a second database for storing sampled retail sales data;

           a processor, the processor being operatively coupled to said first

and second database, the processor:

                determining a product specific store size for a first plurality

of retail outlets based on the wholesale purchasing data;

                determining a product specific store size for a second

plurality of retail outlets not represented by the wholesale purchasing data;

                applying geo-spatial projection to determine product

specific projection factors for retail outlets in the first and second plurality of

retail outlets for which there is sampled retail sales data; and

                applying said product specific projection factors to sampled

retail sales data for the product to estimate the sales of said specialty product in

unsampled outlets.

13.   (original) The system for estimating the sales of specialty products according to

claim 12, wherein the second plurality of retail stores includes retail stores not

represented in the first plurality of retail stores.

14.   (original) The system for estimating the sales of specialty products according to

claim 13, wherein the second plurality of stores include stores having sampled

retail sales data and stores which have no sampled retail sales data associated

therewith.

15.   (original) The system for estimating the sales of specialty products according to

claim 14, wherein the stores in the second plurality of stores which have no

sampled retail sales data are assigned an average product specific store size based

upon the sampled retail sales data.

16.   (original) The system for estimating the sales of specialty products according to

claim 15, wherein the combination of the first plurality of stores and the second

plurality of stores represents substantially all of the retail outlets for the specialty

product.

17.   (original) The system for estimating the sales of specialty products according to

claim 12, wherein said sampled retail sales data identifies an authorizing agent for

said sales and wherein the processor attributes the estimated sales to said

authorizing agent.

18.   (original) The system for estimating the sales of specialty products according to

claim 17, wherein the specialty products are pharmaceuticals and wherein the

authorizing agent is a physician.